

Best Citizen Engagement

Cape Town

Entered by Cape Town Tourism



Cape Town is a city which receives global accolades for its natural beauty, but this is because of decades of place branding featuring its natural assets. The challenge we faced, was that as the DMO we needed to not only look at our relevance as travelers don't engage with tourism boards like they previously have done, and typically tourism boards have showcased only the most beautiful assets of their destinations.

We therefore embarked on our #LoveCapeTown Neighbourhood Video series. This campaign allowed locals from a neighborhood to take us into their homes and share what they do and where they hang-out.

The shift in place marketing helped tourists wanting to get beneath the skin of a city to engage with locals and find out where they stay and play. With demand for video content on the rise, YouTube provided a great source for tourist information about destinations outside the traditional DMO channels.

We wanted to grow visitation to less travelled corners of Cape Town and to share our most valuable asset beyond beaches and wine and that's our people (Capetonians).

Content could be used by accommodation, tour operators, travel agents, attractions to showcase their specific areas or neighborhoods via their digital platforms, or even when participating at trade or consumer shows – click play and show people your neighborhood!

The campaign uses tourism as a vehicle for positive change and addressing perceptions of lesser visited or lesser known parts of Cape Town, with the intention to grow the local economy by stimulating

tourism jobs for the marginalized parts of our city (the side we never showed before).

We used visits to website and searches on our website to determine priority areas and alternated a popular neighborhood with a lesser one, in order to grow awareness without losing current website visitor growth.

A key goal was to engage with our staff and product owners who live in the neighborhoods - to find out what they like to do and where they like to do it. By conducting interviews of possible ambassadors for each neighborhood – they needed to be living and working in the area – we were able to make sure each was a true-storyteller.

We had concerns about not seeing immediate increase in visitation to these lesser-known areas and of damaging or reducing our traditional DMO marketing efforts by scaring visitors beyond the pretty pics of Table Mountain. In addition, we were working on a shoe-string budget.

However, initial results are positive. Storytellers are recognised in the streets and have become local celebrities. In addition, our Board is now creating a Development Fund to support disadvantaged tourism businesses in some of the neighbourhoods.